

Varnishing & Coatings Guide

Traditional Offset

Spot Varnish

A spot varnish is a varnish that is put on only a portion of the page. It can be gloss or dull and is used to highlight or emphasize a photo or text, or can be used as a subtle design element. A spot varnish is treated like it is an additional color. Spot varnishes can be solids or screens; you can have almost as much control over a spot varnish as you would a spot color. Some spot varnishes can also be tinted to create an effect.

Flood Varnish

A flood varnish covers the entire page. Flood varnishes can be glossy or dull and they can be tinted if needed, however they cannot be both glossy and dull at the same time.

Dull Varnish

Just as you have dull paper, you can have a dull varnish. It produces an area on the piece that will not reflect light, which can be used to make colors fade into the background. It can also feel a little rough to the touch, depending on the varnish used.

Gloss Varnish

Like gloss paper, a gloss varnish makes colors pop. It can protect certain inks as well. Metallic inks or deep, rich colors like a four-color black tend to show finger prints and scuffing, covering them with a varnish helps to hide the finger prints & protects it from scuffs.

Aqueous Coating

An aqueous coating is similar to a flood varnish. Aqueous coatings are faster drying and more cost effective. But they aren't quite as glossy or dramatically dull as a flood varnish.

Email info@hotgraphics.us to request the **HOT** Inspiration Kit with samples of our Offset and Digital finishes.

HOT H-UV Offset

Overall UV Coating

Cost-effective, especially on large runs, our overall UV coating is accomplished at the same time as the CMYK printing with UV gloss coating as a fifth "color."

Dull Varnish Strike Through

Similar to matte, this finish achieves a contrast via one pass as well. Four-color process plus a conventional dull varnish as a fifth "color" plus an overall UV gloss varnish. Best achieved on a coated gloss stock.

Reticulating Varnish

Another one-pass option that includes four-color process with spot varnish as the fifth "color" plus an overall flood gloss varnish.

Real High Contrast

To achieve this finish the job needs to go through the printing process twice. Four-color process plus an overall UV gloss varnish, then a second pass to add a UV spot varnish.

Refer to Offset File Prep to download instructions

HOT Digital

Dry Ink

Digital presses use a dry ink to create a dull or matte finish on printed pieces. It can work very much like a dull spot varnish, and can be tinted to enhance other colors.

Glosser

A digital flood gloss varnish. It adds a very glossy surface to the digitally printed piece creating a feel very similar to lamination. This can be performed only on certain digital presses, such as our Nexpress.

Dimensional Ink

Dimensional Clear Dry Ink used on the Nexpress creates a clear "raised" layer on top of a page element. It can be used to enhance graphics, text, or a full color image. The overall tactile effect is similar to thermography, but with a greater degree of control— so you can more closely mimic the texture of a specific image. Dimensional Clear Dry Ink does not require ink or an image to adhere to the stock.

Refer to Digital File Prep to download instructions